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AD/S 500Format for Agency-Supported Charity DrivesI. INTRODUCTION

The Agency-supported drives have the whole-hearted support of the head of the Agency, and require a considerable amount of time from Agency personnel for the planning, preparation, solicitation, and reporting. The organization consists of a chairman, keymen, and solicitors.

II. ORGANIZATION

The chairman is appointed by the head of the Agency and is a senior official of at least office-head grade. Frequently, the Director of Personnel is given this assignment. The keymen are designated by the chairman and are important people in the organization, usually just below office-head in grade. One keyman is designated for each office. The solicitors are selected by the keymen, and, in order to avoid the appearance of pressure, are usually non-supervisory employees. The solicitors are selected on the basis of location and are assigned to contact the personnel with whom they work. Normally, no solicitor is

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_____ Frequently, the keymen designate an individual or individuals to handle some of the detailed duties, such as preparing receipts, auditing of the reports of the solicitors, and forwarding the envelopes containing pledges and cash to the chairman or his designee.

III. PROCEDURE

Prior to the start of the drive, the chairman and his keymen meet to plan for the campaign. At these meetings, memoranda advising the employees of the drive, the dates of solicitation, the name of the chairman and keymen, and, sometimes, the names of the solicitors, the head of the Agency's support of the drive, and other pertinent information, are prepared for issuance. These meetings also set Agency and office quotas, develop procedures for solicitation and reporting, determine the type and amount of publicity, and many other details necessary for a successful campaign. The chairman and/or the keymen frequently attend the fund luncheons and other meetings, both before and during the drive.

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| Document No. | 030 |
| No Change in Class. | <input type="checkbox"/> |
| <input checked="" type="checkbox"/> Reclassified | |
| Class. Changed to: | TS 3 6 |
| Next Review Date: | |
| Auth: | HR 73-3 |
| Date: | 10/8/78 |
| By: | 017 |

IV. SPECIAL SOLICITATIONS

Employees GS-14 and above are handled as a special group and solicited personally by either the office keyman or an employee of comparable grade designated by the keyman. Usually this solicitation is preceded by a personal letter from the head of the Agency, urging a generous contribution. Experience has indicated that this special solicitation produces excellent results.

V. GENERAL

Pledge cards with the name of each employee are prepared and given to the solicitors together with a list of the employees he is responsible for soliciting. Sometimes the solicitors are requested to write the names of the employees to be contacted on the pledge cards. Experience has shown that a list plus the name written on a pledge card makes certain that everyone is contacted and given an opportunity to contribute.

VI. VISUAL PUBLICITY

Large colored charts showing day by day progress of the drive and its quota are strategically placed throughout the Agency to stimulate interest. These charts show percentages and figures for the Agency as a whole as well as by major components or offices.

VII. CONCLUSION

Such a program could easily be adopted by CIA. Because of the size, the letters to employees GS-14 and above could be signed by either the Deputy Directors or the office heads. Of course, Security would have to be consulted on the amount of publicity and information that could be shown on these strategically located charts. Employees Services could be the chairman designee to receive and forward pledge cards and cash to the fund headquarters.

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